Orders Order / Rev: 37281 Alt Order #: 08865799

> Estimate: 1781

Product Desc:

Flight Dates: 09/18/12 - 10/01/12

Original Date / Rev: 09/17/12 / 09/27/12

Order Type: **GENERAL** KLAS

National

Primary AE: Mike Jones

Sales Office: K-WAS

Name: **GMMB** Agency

Buying Contact:

OBAMA/P/D

Billing Contact:

1010 Wisconsin Ave NW

Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle:

Sales Region:

Agency Commission:

15%

EOM/EOC

00:15:00

Advertiser Name: Obama, Barack D-President

> Demographic: A35+

Product Codes:

PO1

Priority: LV1

Revenue Codes: AGY, POL, CAND New Business Thru:

Order Separation:

Advertiser External 1D:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	58	\$23,225.00	\$19,741.25
10/01/12	10/01/12	6	\$1,525.00	\$1,296.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	58	\$23,225.00	\$19,741.25	0.00
October 2012	6	\$1,525.00	\$1,296.25	0.00
Totals	64	\$24,750.00	\$21,037,50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$24,750.00
Market	100%	\$82,500.00

Competitive Share	Share	Tota		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$20,625.00		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$4,125.00		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

Ln	Ch	Start	End	Inventory Code	E	Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
E 2	8	09/22/12	09/29/12	CBS Early Show	- Sat. C	M	5-7a	S-	:30	1	\$240.00LV1	0.00 NM	2	\$480.00
				CBS Early Show	- Sat.									
	CBS TH	IS MORNI	ING SATU	RDAY										
	Star	t Date	End Date	Weekdays	Spots/	<u> Veek</u>	Rate	Rating						
V	eek: 09/	17/12	09/23/12	S-		1	\$240.00	0.00						
M	leek: 09/2	24/12	09/30/12	S-		1	\$240.00	0.00						

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KLAS

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Flight Dates:

09/18/12 - 10/01/12

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Ln Ch Start End	Inventory Code Break		Time Days	Len Spot		Rate Pri			Amount
E 6 8 09/18/12 09/21/12	2 1230-2p Soaps/ LMAD CM Soaps / Let's Make A Deal	1230-2p (12:30 PM-1	-TWTF	:30	2	\$900.00LV1	0.00 NM	2	\$1,800.00
THE BOLD AND THE BEAL		(12.50 1 101-1							
<u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	<u>Weekdays</u> <u>Spots/Week</u> -TWTF 2	<u>Rate</u> \$900.00	Rating 0.00						
E 7 8 09/18/12 09/21/12	The Talk 2-3P CM The Talk	2-3p	-TWTF	:30	2	\$900.00 LV1	0.00 NM	2	\$1,800.00
THE TALK	Maria de deserva	D-4-	Dation						
<u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	<u>Weekdays</u> <u>Spots/Week</u> -TwTF 2		Rating 0.00						
E 9 8 09/22/12 09/29/12	Politics Now S Sebelius CM Politics Now S Sebelius	Various (5:30 PM-6:	S- 00 PM)	:30	1	\$250.00LV2	0.00 NM	2	\$500.00
POLITICS NOW	0.400	5.4.	Datte						
<u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	Weekdays Spots/Week	<u>Rate</u> \$250.00	Rating 0.00						
Week: 09/24/12 09/30/12	S- 1	\$250.00	0.00						
E10 8 09/30/12 09/30/12	Sun 530-6p Ins Ed Wkn@M Inside Edition Wknd	530-6p	\$:30	1	\$150.00LV2	0.00 NM	1	\$150.00
INSIDE EDITION Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 09/24/12 09/30/12	S 1		0.00			.			
E 11 8 09/18/12 09/21/12	8 News Now 4p M-F CM 8 News Now 4p M-F	4-5p (4:30 PM-5:	-TWTF	:30	1	\$940.00LV1	0.00 NM	1	\$940.00
8 NEWS NOW AT 4PM & 4	·	(4.50 1717-5.	oo Pivi)						
Start Date End Date	Weekdays Spots/Week		Rating						
Week: 09/17/12 09/23/12 E 12 8 09/18/12 09/21/12	·	\$940.00 630-7p	0.00 -TWTF	:30	3	\$875.00LV1	0.00 NM	3	\$2,625.00
	Inside Edition	000 . p					0.00		V2 020.00
INSIDE EDITION Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 09/17/12 09/23/12	-TWTF 3		0.00						
E 13 8 09/18/12 09/21/12	? 7-8p Rotator CM 7-8p Rotator	7-8p	-TWTF	:30	1 \$	1,000.00LV1	0.00 NM	1	\$1,000.00
ET/INSIDER	7-op Notator								
Start Date End Date	Weekdays Spots/Week -TWTF 1		Rating						
Week: 09/17/12 09/23/12 E 14 8 09/29/12 09/29/12		\$1,000.00 7-8p	0.00 S-	:30	1	\$175.00LV2	0.00 NM	1	\$175.00
	Ent Tonight Weekend		_		·	**********	0.00	, i	V
ET WEEKEND Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 09/24/12 09/30/12	S- 1	4	0.00						
E15 8 09/18/12 09/21/12	137-237a M-F Elec Plyg@M Electric Playground	137-207a (1:37 XM-2:	-TWTF	:30	2	\$40.00LV2	0.00 NM	2	\$80.00
NATE BERKUS	Electric Flayground	(1.57 AIVI-2.	S7 AIVI)						
<u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	Weekdays Spots/Week -TWTF 2		Rating 0.00						
	Sat 1235-135a DaVinci l 6 M	12.35a-1.35		:30	1	\$60.00LV2	0.00 NM	1	\$60.00
DAVINICI	Da Vinci Inquest	(12:35 XM-1	:35 XM)						
Start Date End Date	Weekdays Spots/Week		Rating						
Week: 09/17/12 09/23/12 <u>Spot Ch Date Range</u>	S- 1 Description Star	\$60.00 <u>t/End Time</u>	0.00 W	/eekdays	Lengt	th Rate	Rtg Type		
1 8 09/17/12-09/23/12	Sat 1235-135a DaVinci Inq 12.3		_				0.00 NM		
Credited move \$ to 36910									
Week: 09/24/12 09/30/12	S- 1	\$60.00	0.00	<u> </u>					
E 17 8 09/24/12 09/28/12	CBS This Morning 7-9a CM CBS This Morning	7-9a	MTWTF	:30	4	\$440.00LV1	0.00 NM	4	\$1,760.00
CBS THIS MORNING	ODO THIS MUTHING								
<u>Start Date</u> <u>End Date</u> Week: 09/24/12 09/30/12	Weekdays Spots/Week		Rating 0.00						
	4	ψ 11 0.00	0.00					I	

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KLAS

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Ln C	h Start	End	Inventory Code	Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
E 18	8 09/24/	12 09/28/12	Live w/Kelly Live With Regis &	CM	9-10a	MTWTF-	- :30	5	\$250.00LV2	0.00 NM	5	\$1,250.00
LIV	/E! WITH KE	LLY	Live with Regis o	x Kelly								
Weel	Start Date k: 09/24/12	End Date 09/30/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$250.00	Rating 0.00						
E 19	8 10/01/	12 10/01/12	Live w/Kelly Live With Regis &	CM & Kelly	9-10a	M	- :30	1	\$300.00 LV2	0.00 NM	1	\$300.00
LIV	/E! WITH KE	LLY		,								
Weel	Start Date k: 10/01/12	End Date 10/07/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$300.00	Rating 0.00						
E 20	8 09/24/1	12 09/28/12	8 News Now Noo 8 News Now Noo	·· ··· · · ···	12-1230p	MTWTF-	- :30	5	\$225.00LV2	0.00 NM	5	\$1,125.00
18	NEWS NOW		1041 1	0 - 4 - 8444	ъ.	.						
Weel	<u>Start Date</u> k: 09/24/12	End Date 09/30/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$225.00	Rating 0.00						
E 21		12 10/01/12	8 News Now Noo	n M-F CM	12-1230p	M	- :30	1	\$325.00LV2	0.00 NM	1	\$325.00
18	NEWS NOW	AT NOON	6 News Now Noo) V - -								
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	k: 10/01/12	10/07/12	1220 25 Second I	MAD CM		0.00	.30		\$000 001 \/4	0.00 NM		64 800 00
E 22	8 09/24/1	12 09/26/12	1230-2p Soaps/ L Soaps / Let's Mal		1230-2p (12:30 PM-1		- :30	2	\$900.00LV1	U.UU NIVI	2	\$1,800.00
TH	IE BOLD AND		TIFUĹ		`	ĺ						
Mod	Start Date k: 09/24/12	End Date 09/30/12	<u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$900.00	Rating 0.00						
Spot	K. 09/24/12 Ch Date Ra		escription	_	t/End Time	0.00	Weekdays	<u>Ler</u>	ngth Rate	Rtq Type		
1			230-2p Soaps/ LM/		0-2p		MTWThF		:30 \$900.00	0.00 NM		
2	8 09/24/1	2-09/30/12 1	230-2p Soaps/ LM/	AD 1230	0-2p		MTWThF		:30 \$900.00	0.00 NM		
E 23	8 09/24/1	12 09/28/12	Ellen Ellen	СМ	3-4p	MTWTF-	- :30	2	\$325.00LV2	0.00 NM	2	\$650.00
EL	LEN	5-4 D-4-	Maralistas	C= -4- 04/1-	D-4-	Detion						
Weel	<u>Start Date</u> k: 09/24/12	End Date 09/30/12	<u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$325.00	Rating 0.00						
E 24			8 News Now 4p N	1-F CM	4-5p	MTWTF-	- :30	2	\$300.00LV2	0.00 NM	2	\$600.00
0.8	NEWS NOW	AT 4D84 9 42	8 News Now 4p N	И-F	(4:30 PM-5:0	00 PM)						
o r	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Weel	k: 09/24/12	09/30/12	MTWTF	2	\$300.00	0.00						
			630-7p Inside Edi Inside Edition	tion CM	630-7p	MTWTF-	- :30	2	\$875.00LV1	0.00 NM	2	\$1,750.00
IN:	SIDE EDITIO		Weekdays	Spoto/Mook	Pata	Datina						
Weel	Start Date k: 09/24/12	End Date 09/30/12	MTWTF	Spots/Week 2	<u>Rate</u> \$875.00	Rating 0.00					!	
E 26		12 09/28/12	7-8p Rotator 7-8p Rotator	СМ	7-8p	MTWTF-	- :30	2	\$1,000.00LV1	0.00 NM	2	\$2,000.00
ET	VINSIDER	End Data	Mookdovo	Cneto Allook	Data	Detina						
Weel	<u>Start Date</u> k: 09/24/12	End Date 09/30/12	<u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$1,000.00	Rating 0.00						
E 27		12 09/28/12	137-237a M-F Ele Electric Playgrou	c Plyg@M	137-207a (1:37 XM-2:3	MTWTF-	- :30	2	\$40.00LV2	0.00 NM	2	\$80.00
NA	TE BERKUS											
Weel	<u>Start Date</u> k: 09/24/12	End Date 09/30/12	<u>Weekdays</u> MTWTF	Spots/Week 2	<u>Rate</u> \$40.00	Rating 0.00						
N 28	8 09/18/1	12 09/21/12	8 News Now 6a M 8 News Now 6a M		6-7a	-TWTF-	- :30	1	\$245.00LV2	0.00 NM	1	\$245.00
Wee	Start Date ek: 09/17/12	End Date 09/23/12	<u>Weekdays</u> -TWTF	Spots/Week		Rating 0.00						
N 29			8 News Now 5a M 8 News Now 5a M	1-F CM	5-6a	M	- :30	1	\$225.00LV2	0.00 NM	1	\$225.00
Wee	<u>Start Date</u> k: 10/01/12	End Date 10/07/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$225.00	Rating 0.00						

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Advertiser:

Obama, Barack D-President

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Obama, Darack D-1 resider

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OBAMA/P/D

KLAS

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Ln C	Ch Sta	rt End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 29	8 10/0	1/12 10/01/1:	8 News Now 5a M-F 8 News Now 5a M-F	CM	5-6a	M	:30	1	\$225.00LV2	0.00 NM	1	\$225.00
N 30	8 10/0	1/12 10/01/1	8 News Now 6a M-F 8 News Now 6a M-F	СМ	6-7a	M	:30	1	\$275.00LV2	0.00 NM	1	\$275.00
Wee	Start Date k: 10/01/12	End Date 10/07/12	<u>Weekdays</u> <u>Sp</u> M	ots/Week 1	<u>Rate</u> \$275.00	Rating 0.00						
N31	8 10/0	1/12 10/01/1	CBS This Morning 7- CBS This Morning	9a CM	7-9a	M	:30	2	\$200.00LV2	0.00 NM	2	\$400.00
Wee	Start Date k: 10/01/12	End Date 10/07/12	Weekdays Sp M	ots/Week 2	<u>Rate</u> \$200.00	Rating 0.00						
N 32	8 09/2	4/12 09/28/12	? The Talk 2-3P The Talk	CM	2-3p	MTWTF	:30	3	\$350.00LV2	0.00 NM	3	\$1,050.00
Wee	Start Dat k: 09/24/12	End Date 09/30/12	Weekdays Sp MTWTF	ots/Week 3	<u>Rate</u> \$350.00	Rating 0.00						
N 33	8 09/2	4/12 09/28/1	8 News Now 5-630p l 8 News Now 5-630p		5-630p	MTWTF	:30	3	\$375.00LV2	0.00 NM	3	\$1,125.00
Wee	Start Date k: 09/24/12	End Date 09/30/12	<u>Weekdays</u> <u>Sp</u> MTWTF	ots/Week 3	<u>Rate</u> \$375.00	Rating 0.00						
N 34	8 09/2	2/12 09/29/1	Sat 1135p-1235a Priv Private Practice	/ P/BM	1135p-1235a	·S-	:30	1	\$40.00LV4	0.00 NM	2	\$80.00
	<u>Start Date</u> k: 09/17/12 k: 09/24/12	End Date 09/23/12 09/30/12	Weekdays Sp S- S-	ots/Week 1 1	<u>Rate</u> \$40.00 \$40.00	Rating 0.00 0.00						
N35		3/12 09/21/1:	2 8 News Now 4-5a 8 News Now 4-5a	СМ	4-5a	-TWTF	:30	5	\$20.00LV4	0.00 NM	5	\$100.00
Wee	Start Date k: 09/17/12	End Date 09/23/12	Weekdays Sp -TWTF	ots/Week 5	<u>Rate</u> \$20.00	Rating 0.00						
										Totals	64	\$24,750.00